

## ABSTRACT

Disclosed is an automatically retracting cardholder or accessory holder which, when worn, retains and automatically reestablishes the desired orientation of the card or accessory to user. A longitudinally flexible tape is used, with a non-circular cross-sectional geometry having a long and short axis and lateral stiffness. The tape passes through an orifice in the housing that geometrically corresponds to the shape of the tape, thereby obviating the tape from passively rotating about its long axis, or, due to the inherent memory of the long axis rotation of the tape, automatically reestablishing the desired orientation of the tape rotation if the tape is twisted by the user. The means for attaching the card or other accessory to the tape is such that the orientation of the accessory to the tape is fixed. Thus, the orientation of the card or accessory to the housing, and consequently the user wearing the housing, is fixed thereby.